

JULY /AUGUST CAMBRIDGE SBO PROMOTIONS

The Situation:

- To support Cambridge share/volume position where the brand is experiencing relative strength.
- To expand Cambridge distribution and enhance visibility in high potential accounts where the brand is currently underdeveloped.
- To build Cambridge brand presence and top of mind familiarity.

Key Issue:

- How will we implement the program and determine allocations for these promotions?

Solution:

- To sustain visibility and availability in key accounts, Cambridge will conduct 2 SBO pack promotions with supporting POS in specified retail accounts in Cambridge key markets. A B2G1F will be offered in July followed by a 2 pack with lighter in August. We have established a list of retail accounts, which should be used by wholesalers when placing the upcoming Cambridge SBO promotions. **Wholesalers should sell in both the July and August programs at the same time.**
- To avoid overlapping with the National Cambridge B1G1/2 free promotion, the July 95 B2G1F SBO should begin when wholesalers have completed shipping the National promotion. The Buy 2 Get a Lighter will begin **August 1995.**
- The store lists are comprised of outlets that are highly developed Cambridge accounts, or accounts that are in strong Discount areas where Cambridge has an opportunity to grow.
- Enclosed is a list of distributors to be contacted regarding the program. Sufficient quantities of sell sheets will be shipped to each SOM in the Section Office to be used by the distributor when selling in the program. Account managers should request these sell sheets from the SOM based on the number of stores their distributors will be selling into.
- The retail store lists will be placed on the SI Support File Server, in a folder entitled **Cambridge SBO Accounts-7/95-8/95.**

Summary of Critical Dates and Critical Steps:

• 4/17/95:

Step #1: Store lists are available to Account Managers for program sell-in to their accounts.

• 5/30-6/9/95:

Step #1: Account Managers collect the list of participating retail accounts from the wholesaler and forward to the TMP the number of kits for each SBO to be ordered.

Step #2: TMPs roll up the Region quantities needed of each SBO to determine allocations. TMPs to supply NY with quantities needed of each SBO by wholesale account.

• Week of 6/12:

Step #1: Once allocations have been communicated to NY, we will have *PMExpress* ship SBOs to wholesale accounts.

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